



CALPEEK

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22nd CD RESULTS: NEWT GINGRICH BIG LOSER AS BORDONARO WINS GOP BID TO FACE DEMO CAPPS.

Editor's note: Round #1 in this special election to fill the vacancy in the 22nd CD caused by the untimely death of Walter Capps(D-Santa Barbara) is over and the BIG WINNERS are the supporters of hardline conservative Assemblyman Tom Bordonaro of San Luis Obispo, who will face Walter's widow, Lois, in a Mar. 10th runoff. Here is our analysis...

...The turnout in the 22nd CD was 10-pts. higher than **Calpeek** sources had predicted: 42%. A very high absentee ballot count is the explanation. Capps got the most votes, 45%, while Bordonaro got 29.1% and the early favorite in the race, Assemblyman Brooks Firestone, got 24.7%. There were 3 others candidates in the special. Libertarian Robert Bakhaus also will be in the runoff. In raw numbers, Bordo (that's his nickname in Sacto) beat Firestone by 6,189 votes. There are more AV ballots to be counted, but the order of finish won't change. The big difference: GOP registration in Bordo's 33rd AD is larger than the 35th AD, where Firestone resides...

...**Winners & Losers.** *Victory has many fathers; defeat is an orphan.* Although Firestone outspent Bordo by about 3-or-4 to 1, Bordo's grassroot/GOTV effort was better. The Calif. Republican Assembly(CRA), the largest statewide conservative volunteer group, gets major credit here. And so does the Santa Barbara NRA Members Council. Early on the NRA vowed to get even with Firestone because he voted twice on bills to ban Saturday night special handguns. The local NRA chapter claims 10,000 members. Other winners included Bordo's consultant Steve Presson and U.S. Reps. Doolittle, Pombo, Cunningham & Rohrabacher, who went out on a limb for Bordo and publicly trashed Speaker Newt Gingrich for backing Firestone. Some

sources say this loss could cost Newt the Speakership...

...The **BIG losers** were Gingrich and former CA GOP Assembly Leader Curt Pringle, who alienated his conservative base by endorsing and doing tv ads for moderate Firestone. As for Firestone, his political obit will read: *He should have stayed in the LG's race...*

...**The spin.** Demos think they have an excellent shot to hold the 22nd CD because they view Bordo as *too conservative*. Capps beat Bordo by 22,000 raw votes and Demo sources think Firestone voters will either switch to Capps or stay home. Firestone fit the 22nd CD much better than Bordo and insiders felt Capps would have had tougher time with Firestone. Conservatives disagree and say Bordo will win. Stay tuned...

CAMPAIGN '98: DEMOS WATCH AS REPUBLICANS PLAY MUSICAL CHAIRS FOR STATEWIDE OFFICES.

Editor's note: As Calif. Demos and political insiders await word from U.S. Sen. Dianne Feinstein(D) on her future political plans, this past week Republicans were playing *switch & run*, jumping from one statewide office to another. Here's our update & analysis...

...The big news (see story inside) is Susan Golding's withdrawal from the GOP U.S. Senate primary and the news leak that 2-term, 1st CD U.S. Rep. Frank Riggs (R-Windsor) won't seek reelection, but will run for the Senate. It was thought that businesswoman Noel Irwin-Hentschel might get into the Senate race, but she's now confirmed that she'll run for Lt. Governor, where the competition is *GOP lite*...

...But the **political buzz** this past week was Curt Pringle's decision to jump from the controller's race to the treasurer's race. The former GOP Assembly Speaker made the switch Jan. 13th at a Sacto news conference.

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Sources tell **Calpeek** that one of the key GOPers who urged Pringle to switch was Gov. Pete Wilson. FYI: GOP businessman John Morris, who ran unsuccessfully for controller in '94, is in the field testing for the treasurer's race. Sources say he's prepared to spend big bucks. Consultant Wayne Johnson handle Morris...

...Pringle's switch causes big problems for the 2 other GOPers already in the race: Poway Assemblyman Jan Goldsmith and San Mateo Co. Sup. Ruben Barrales. Goldsmith has been running here for 8 months; Barrales for 6 months. Both entered this race after Pringle assured them he was running for controller. Sources generally feel that either Pringle or Morris would be the strongest candidates to compete with Demo Phil Angelides. Sources say this is why Gov. Wilson urged Pringle to switch...

...Some GOP heavyweights are trying to clear the field for Pringle. Sources say current Treasurer Matt Fong (he endorsed Pringle) approached Barrales, urging him to run against Connell, but Barrales isn't moving. Ditto Goldsmith, although **Calpeek** sources expect some of Goldsmith's legislative endorsements to defect to Pringle. Of the two rivals, Pringle has more to fear from Barrales than Goldsmith. Barrales could win cross-over Demo Latino voters. Pringle has no prayer with Latinos and bet your first born that Latinos will be reminded of the 1988 poll guard incident in Orange Co. No need to rehash that incident at this time...

...FYI: Who is all smiles at this news about Pringle? Demo Controller Kathleen Connell, who at this point doesn't have a *serious* GOP challenger for reelection. Stay tuned...

CAMPAIGN '98: GOLDING QUILTS U.S. SENATE RACE.

Editor's note: The handwriting had been on the wall since before X-Mas, but San Diego Mayor Susan Golding made it official last week when she pulled the plug on her GOP primary campaign for the U.S. Senate. Here's our analysis...

...Golding, a moderate GOPer, had very high hopes and what was thought to be a very savvy and large team of experienced consultants, when she started. So what went wrong? 1) Too many consultants; 2) She wasn't running her own campaign, instead she was running a *clone* of Pete Wilson's very first statewide

race (which he lost); 3) She was put on the defensive about the Stadium deal - a local issue which played in other parts of Calif.; 4) Golding had to share part of her San Diego base with rival Darrell Issa; 5) Golding's poll numbers were only poor-to-fair and that impacted her fundraising (the two are closely linked); and 6) Our sources say Golding was unlucky...

...The field now includes recent entrant and 2 term U.S. Rep. Frank Riggs of Windsor -- a moderate; Issa, a hardline conservative; and CA Treasurer Matt Fong, a traditional GOPer. Who benefits from Golding's departure? Issa is helped more than Fong because of the San Diego connection. But ultimately, the winner may end up being incumbent U.S. Sen. Barbara Boxer(D). One of the things said about Golding by her rivals was that she was nothing but *Boxer lite*. Golding and Boxer share some of the *same views* on social issues(such as abortion) --- and thus moderate GOPers will not quickly embrace either Fong or Issa -- both of whom are opposed to abortion. Riggs might benefit here if he can raise the money to deliver a message...

...FYI: Issa is now the 1st U.S. Senate candidate on tv with a :30 sec. ad running initially in San Diego and Sacto and then spreading Statewide. The ad is a bio piece --- intended to position him as the *outsider*, non politician in the race. He's also doing Spanish language radio ads. Smart. Stay tuned...

CAMPAIGN '98: UPDATE ON U.S. HOUSE CONTESTS.

Editor's note: Here is a brief update on some key U.S. House elections in Calif. this year...

☒ **44th CD** - At least six(6) names have now surfaced as possible GOP candidates to replace the late Sonny Bono(R-Palm Springs). Sources say that close Bono friend and think tank conservative Bruce Herschensohn is urging Bono's widow, Mary, to run. She'd be a favorite if she did. GOP Assemblymembers Jim Battin of Palm Desert and Brett Granlund of Yucaipa are at the top of a short list of other probable candidates. If they run for the 44th CD, they'd have to give up their assembly seats, but neither are *termed out* until 2000. Among local elected officials, there's Beaumont Mayor Jan Leja and Riverside Co. Sup. Roy Wilson. In addition, if Granlund doesn't run, well-known GOP businessman Bob Wolf would like a shot. He's the former president of the Riverside Lincoln Club and

has lots of political IOUs to collect. More next week...

☒ **46th CD** - A new poll has been released by Godbe Research & Analysis of Half Moon Bay (Jan. 3-4, 352 likely voters). In an open primary, the survey shows U.S. Rep. Loretta Sanchez(D) at 40%, former Congressman Bob Dornan(R) at 20%, Judge James Gray at 7%, attorney Lisa Hughes at 1%, others at 2% and undecided at 30%. Just among GOP voters, Dornan gets 33%, Sanchez 16%, Gray 12%, Hughes 2%, others 2% and undecided 36%. Godbe's poll did **not** include Anaheim Councilman Bob Zemel(R), who is running. In fact, as it now stands, spokespersons for Hughes and Zemel say they **are in** the 46th CD primary regardless of whether Dornan runs. Interesting...

☒ **9th CD** - With the resignation of U.S. Rep. Ron Dellums(D-Oakland) just weeks away, the anticipated *donnybrook* between CA State Sen. Barbara Lee and Oakland Mayor Elihu Harris over Dellums' seat **won't happen**. On Jan. 14th, Harris pulled the plug and along with Dellums, endorsed Lee. Why the switch? Because small business/environmental attorney & Councilman Greg Harper from the White suburbs of Emeryville is in the race and **Calpeek** sources suggest that Lee & Harris might have split the black vote had both remained in the special. FYI: consultant Jackie Koenig will handle Harper's campaign, while Gale Kaufman is running Lee's effort...

CAMPAIGN '98: UPDATING COUNTY SHERIFF RACES.

Editor's note: Here's another periodic update on the 57 counties who have elections for Sheriff in 1998...

...Toward the end of last year, **Calpeek** reported that 6 county sheriffs would **not seek reelection** in 1998. That number has now doubled (12). The new additions who won't run include Richard Nutting of Tuolumne; Harvey Nyland of San Benito; Charles Gillingham of Santa Clara; Steve Magarian of Fresno; Roger Matlock of Mariposa and Mick Grey of Butte Co., who had indicated he'd seek reelection and then changed his mind. Gray has served 2 terms. Asst. Sheriff Perry Reniff plans to run, as do CHPers Dan Schreiber and Robert Leglend and Sheriff's Sgt. Scott MacKenzie...

...Sheriffs who announced their retirements last year include Don McDonald of El Dorado; Glen Craig of Sac-

ramento; Larry Carpenter of Ventura; Oren Fox of Imperial; Brad Gates of Orange; and Art Brandwood of Sutter Co., who plans to run for the Assembly...

☒ **L.A. County** - Popular Sheriff Sherman Block will now face two potentially well funded and well qualified challengers this June. As **Calpeek** reported last year, retired Sheriff's department chief William Baker will run and his official announcement is reportedly set for Jan. 21st. The new entrant into the race is current Sheriff's chief Lee Baca, who has hired Parke Skelton & Steve Gray-Barkan as his consultants and Brian Rix & Assoc. as fundraisers...

☒ **Orange Co.** - Poor Sheriff Brad Gates is having a difficult time trying to hand-pick a successor. His first choice, Asst. Sheriff Doug Storm, dropped out of the race Dec. 3rd after campaigning for less than 3 months. Now professional law enforcement seem to be rallying around Santa Ana PD Chief Paul Walters as the guy to face off against O.C. Marshal Michael Carona. Walters is an attorney and has been with the SAPD for 11 years. He unofficially announced he'd run while Storm was still in the race. In one month's time, Walters has raised \$50,000; has hired consultant Eileen Padberg; and has won the support of the Assn. of Orange Co. Deputy Sheriffs. Stay tuned...

CA INITIATIVE UPDATE: NEW BALLOT MEASURES.

Editor's note: Here's another brief summary of the new initiatives which have been given the green light to collect signatures...

◆ **Family Law. Initiative Statute** is the official title of a measure dealing with dissolution of marriage. The sponsor is David B. Prince of Los Gatos ☎(408)354-5788. Prince has until May 11th to collect 433,269 signatures...

◆ **Joint and Equal Physical Custody of Children to Both Parents. Initiative Statute** is the official title of this measure by Henry Gamboa, Michele Delo, Jay Bowden, Michael Salatino and William Marckwardt of the *Parent-Child Preservation Initiative*. Backers have until May 11th to collect 433,269 signatures. ☎(714)723-9629...

◆ **Corporations. Taxes. Initiative Statute** is the official title of this measure by Lenny Goldberg of the *Calif. Tax Reform Assn.* Backers of this measure call their initiative *The Corporate Tax Loophole Closure and Individual Tax Refund Act of 1998*. Goldberg has until May 11th to collect 433,269 signatures. ☎(916)-446-4300...

AAPC WINTER CONFAB SET FOR JAN. 26-28 IN S.F.

The Amer. Assn. of Political Consultants(AAPC) will hold their *Winter Conference* at the Fairmont Hotel in S.F., Jan. 26-28. For info ☎ Amy Marcenaro Heckman (202)371-9585...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Jan. 22	Congress convenes. Statutory deadline for placing CA Legislative ballot measures on the June 2nd ballot.
Jan. 26	GOP Assemblyman Scott Baugh to be arraigned in O.C. Superior Court.
Jan. 26-28	Amer. Assn. of Political Consultants Winter Conf., Fairmont Hotel, S.F.
Jan. 27	State of the Nation address.
Jan. 26-Feb. 4	Candidates Declaration of Intent.
Feb. 2	Candidates campaign reports are due.
Feb. 3	Runoff election, Mayor of San Bernardino.
Feb. 20-22	Calif. Republican Party convention, Burlingame Hyatt Hotel.
Mar. 1	Calif. minimum wage goes to \$5.75.
Mar. 10	22nd CD runoff election.
Mar. 20-22	Calif. Demo Party convention, Bonaventure Hotel, L.A.
Apr. 14	Long Beach muni elections.

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

■ ***Cedillo Wins 46th AD Special*** - As expected, Demo labor leader Gil Cedillo crushed GOPer Andrew Kim in a Jan. 13th special election to replace Louis Caldera(D-East L.A.), who resigned his assembly post to take a job in the Clinton Admin. Cedillo got **75.6%**. The turnout was a very low **14.65%**. A nice win for consultants Parke Skelton and partner Steve Gray-Barkan...

■ ***Casino Gaming*** - An initiative to permit 3,000 slot machines to be placed in an existing Palm Springs card club won't be on the November '98 ballot. Sources say the money required the fund the initiative drive just isn't there at this time. Developer/card club owner Mark Bragg may have the money by mid-year, but that would be way too late. Bragg is in legal arbitration with Bozell Worldwide, the firm which ran his unsuccessful initiative qualification effort 2 years ago. FYI: the San Manuel band of Mission Indians is on tv once again -- pounding Gov. Pete Wilson over what the Indians say is the governor's refusal to negotiate a pact on Indian gaming. The ads have aired in both L.A. and Sacto...

■ ***Bilingual Wars*** - Keep your eyes on the Westminster School Dist. in Orange Co. The State Bd. of Educ. voted 6-0 to let the district continue its policy of not using standard bilingual education to teach English to the district's large Vietnamese and Latino student population. Instead, Westminster uses a version of what the Unz's initiative proposes: an English only immersion program. The key difference between Unz & Westminster is that if the student is not doing well after a year, in Westminster the student can remain in the program for a longer period. Unz's plan mandates a 1-year immersion program. How has Westminster done? A **4%** rate of success. "Certainly not the ringing success Ron Unz claims 1-year immersion will be," says NO on Unz campaign spinner Kelly Hayes-Raitt...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: Jerry F. Cremins, head of the CA Building & Construction Trades Council, died recently in Sacto after a long illness. He was 63. R.I.P...

● Sources tell **Calpeek** that 2-time Pulitzer Prize winning Sacto Bee environmental writer Tom Knudsen will join the U.S. Dept. of Interior to work for Secretary Bruce Babbitt...

● Geoff Patnoe has joined San Diego based Campaign Strategies, Inc. He had been working in Sacto with the p/a firm of Stoorza, Ziegau...

● Carol Stogsdill, former sr. editor & vp with the L.A. Times, has joined the L.A. office of Fleishman-Hillard as a Sr. VP in the firm's p/a unit...

● Larry Kosmont has been reappointed to the Board of Directors of the Metropolitan Water District of Southern Calif...

CALPEEK'S CONSULTANTS' DIRECTORY ON SALE

The new, 1998 6th edition of **Calpeek's Directory of Campaign Consultants** is for sale to subscribers at just \$15. Cost for **non-subscribers** is \$50. Checks **ONLY**. No invoicing and no credit cards...